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Allied Pixel Wins Five International Video Awards

MEDIA, PA (September 2008) – **Allied Pixel** has been honored with five awards from the **Videographer Awards** competition. Four first place Awards of Excellence and one second place Award of Distinction were bestowed on the video/interactive agency this season.

The Videographer Awards is one of the most coveted awards in the video industry. Their goal is to identify, recognize and bring industry-wide recognition to those artisans whose projects are written, produced, shot and edited in an exceptional manner. Thousands of entries from throughout the United States and the world were judged in this year's competition.

A first place Award of Excellence was awarded for its 50th Anniversary Video for **Cabrini College**. Cabrini College commissioned them to produce a video commemorating its 50th anniversary. Shot over a six-month period, the video makes use of interviews, campus beauty shots and archival photographs. It has an original score. The video debuted to a standing ovation at a gala event at Ellis Island.

A second Award of Excellence was bestowed on their Selling Model Video for **AstraZeneca**. AstraZeneca introduced a new selling model for its pharmaceutical reps. The animated video takes a lighthearted view at why the change was necessary, and what it means to the drug reps. Miniature sets were built and 2D animation was composited in the scenes. The video makes use of character voices, extensive sound design and an original score.

The third and fourth Awards of Excellence went to its GRS Capabilities Program and Integrating Technology Video respectively, both for **Genesis Rehabilitation Services**. The GRS Capabilities Program is an interactive sales program that demonstrates Genesis' healthcare specialties, such as Wellness Care, Short Stay Rehab and Aquatic Therapy. An online interface allows an administrator to create a customized presentation for the client. The presentation can be distributed as a CD-ROM or as a web link. Integrating Technology Video is a demonstration of how Genesis is taking the lead in the use of

high-tech tools to aid patient care. The video, intended for therapists, shows how those tools allow therapists to provide better care in less time. It was shot on location at various Genesis rehab gyms using real therapists and actor patients.

The second place Award of Distinction was won for GRS/AOTA National Partnership Video, again for **Genesis Rehabilitation Services**, and for the **American Occupational Therapy Association**. The two partnered to develop a program to encourage young people to enter the Occupational Therapy profession. The video is the cornerstone element of the program. It utilizes interviews, b-roll and motion graphics to create a compelling story.

About Allied Pixel:

Allied Pixel is a next-generation integrated media production company that specializes in the convergence of video production, Web development and interactive multimedia production. Allied Pixel represents the merger of Haley Productions and RSVP, two media production companies with distinguished reputations for innovation and customer service. As a single entity, Allied Pixel provides unprecedented technical and creative capabilities. Its clients include some of America's best known companies and institutions. Allied Pixel creates interactive Web sites, mobile applications, web and desktop-based applications, DVDs, CD-ROMs and kiosks - all with a singular passion for its work and dedication to excellence. For more information, visit www.alliedpixel.com.

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